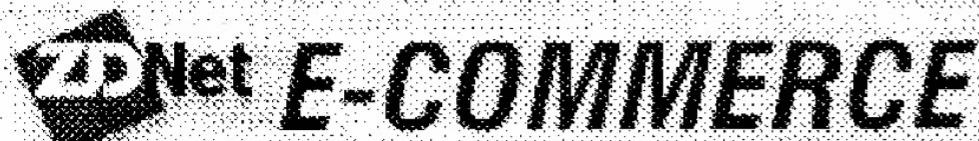
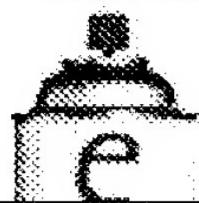


[MyZDNet](#) | [Reviews](#) | [Shop](#) | [Business](#) | [Help](#) | [News](#) | [Electronics](#) | [GameSpot](#) | [Tech Life](#) | [Downloads](#) | [Developer](#)



- Free downloads
- Protect your PC
- IT Resource Centers

ZDNet > E-Commerce > Best Practices > **Top 10 best**



Search For:

All ZDNet

GO

- Search Tips
- Power Search

### E-Commerce Newsletter

Enter your e-mail to get twice-weekly news and features **for free!**

Your e-mail

Submit

### E-Commerce home

### Best Practices

### Best Practices Home

### Top 10 Best

### Top 10 Worst

### Methodology

### About Creative Good

### Nominate a Site

### More Business

- Small Business
- Desktop Computing
- Security

### Other Resource Centers

Pick a Resource Center

ASP  
Desktops  
E-Commerce  
Enterprise Apps  
Java

## BEST PRACTICES EVALUATION

### Top 10 best examples of e-commerce

This Week	Last Week	Weeks on List	Site/Example
1	1	33	<b>Reef</b> : Quick, easy "similar products" feature
2	2	33	<b>Amazon</b> : Easy one-click buying process
3	3	13	<b>Bluefly.com</b> : Free holiday shipping
4	4	8	<b>Costco.com</b> : Shipping charges listed on product pages
5	5	7	<b>Williams-Sonoma</b> : Clearly states when orders must be placed to arrive in time for a holiday
6	6	5	<b>Dellaweddings.com</b> : Registry search requires minimal information from guests
7	--	1	<b>Tavolo.com</b> : Buying advice with no questions asked
8	7	2	<b>eBags</b> : Customized comparison charts
9	8	3	<b>Living.com</b> : Cleverly presented furniture ensembles
10	9	9	<b>MySimon.com</b> : One-click comparison shopping for popular items

► Complete list: Best examples of e-commerce

► Top 10 worst examples of e-commerce

### TALKBACK

**Let us hear from you.**  
Share your own examples of e-commerce dos and don'ts.

### News

- When dot-coms become dot-bombs
- A tale of Web winners and losers
- Demographics: Blue-collar folks charge onto the Web

### More News

### Opinion

- Trouble in e-paradise
- Signs of the B2B times
- B2B's messy relationships will get more entangled
- The supplier squeeze
- Amazon patents are bad news

### More Opinion

[E-mail this!](#)

[Print this!](#)

[Save this!](#)

Click here! ▾

Lose the wires.  
Keep the confidence.

Advertisement

**Our Methodology:** ZDNet and Creative Good have teamed up to bring you the best and the worst examples of e-commerce on the Web. In ranking a site, we use a specific methodology. The methodology alone should serve as a great set of guidelines for any e-commerce architect.

Why Best Practices?

CREATIVE good.

### Company Info

Enter company

► GET INFO

Enter ticker(s)

► GET QUOTE